Motorcoach Task Force

September 15, 2016

Agenda

Part 1 - Policies

- Process Overview
- Policy Overview
- Public Comment
- Recommendations

Part 2 – Location Evaluation Results

- Overview
- Short Term Parking Results
    - Scores
- Loading/Unloading Results
    - Waterfront schedule update
    - Scores
- Public Comment

Part 3 – Next Steps

Task Force Objectives

Objective

- Review locations and/or management strategies for motorcoach loading/unloading areas and short term parking

Goal Deliverable

- Formalize recommendations via reports to the Director of the City's Department of Transportation & Environmental Services
  - Reports may discuss differing opinions; the Task Force need not identify a consensus position

Schedule

Spring/Summer 2016

Meetings 1, 2 & 3

1. Purpose, Options, Data results, issues and evaluation criteria
2. Collaborate with other Stakeholders

September 15

Meeting 4

1. Draft Policy Recommendations
2. Review Evaluation Criteria Scores and Public Feedback

October 4

Meeting 5

1. Discuss Locations
2. Draft Policy Recommendations

Fall

Update to T&P Board, Transp Commission

1. Seek Endorsement and Support Recommendations

Part I: Policy Recommendations

Enforcement

Continue Ambassador Program

Pros	Cons
• Industry-friendly approach (informative rather than punitive) • Provides avenue to measure outcomes/progress	• May not be effective without enforcement capabilities • An additional cost associated with ambassadors; some may want to weigh cost against the addition of a Parking Enforcement Officer • For citizen program, liability and consistency is problematic

Staff Recommendation: Continue ambassador program, either in a volunteer or staffed capacity, with the consideration of incentives for operators.

Enforcement

Call.Click.Connect Data Repository

Pros	Cons
• Helps staff quickly search trends • Potential to strategize regarding common infraction "hot-spots" (for example: signage of targeted enforcement efforts)	• Does not involve immediate/direct action • Could be confusing for citizens attempting to reach enforcement officers • Creates two data streams (DEC CAD system & Call.Click.Connect)

Staff Recommendations: 1) Create an additional tab on the C.C.C. system that can be used to identify complaint "hot spots" and 2) Work with APD to coordinate data systems.

Enforcement

Update City Ordinance on Fines & Idling

Pros	Cons
• Consistency with State Code • Enforceable	• Some may not view this as progressive enough • May be difficult for buses with elderly or disabled passengers to comply

Staff Recommendation: Update the City ordinance to be consistent with State Code for idling and fine amounts (15 minutes).

Management

Satellite Parking with Shuttle/Transit Options

Pros	Cons
• Reduces bus traffic in Old Town • Perceived shift regarding City's motorcoach management	• Extremely costly with no dedicated funding source • Requires the addition of multiple part time or full time employees • Would still require loading and unloading within Old Town for multiple shuttle buses • Additional travel time needed for tour companies • Lack of City staff to administer • Limited locations for a permanent facility

Staff Recommendation: Staff does not support a satellite parking facility due to initial capital and ongoing operating costs. Please see study attachment.

Management

Better Design and Wayfinding

Pros	Cons
• Provides opportunity to create consistent signage for better wayfinding • Improves safety at particular loading locations • Could be coordinated with existing planned improvements	• Cost to City

Staff Recommendation: 1) Improve wayfinding facilities through best practices, coordination with businesses, and regional coordination, and; 2) examine potential improvements on an as-needed basis.

Management
Coordinate with Other Jurisdictions

Pros	Cons
• may improve the chances that operators visiting DC examine Alexandria's policies	• Requires actions from jurisdictions; beyond City's control • Difficult to track effects; impact may be limited

Staff Recommendation: Coordinate with other jurisdictions, including Arlington, DC, and PG regarding web site links (approved by Task Force)

Pricing

Paid Parking at all Motorcoach Parking Locations

Pros	Cons
• Consistent pricing across all locations reduces the incentive to choose one space over another. • Increases revenue, which could potentially be used to fund other Task Force recommendations (e.g. wayfinding improvements)	• Operators accustomed to free parking may be resistant • May encourage some operators to park illegally (to avoid paying)

Staff Recommendation: Price all short term motorcoach parking locations consistently at an appropriate hourly rate to reduce preferential decision-making based on price.

Public Comment

Recommendations

Part II: Location Evaluation Results

Evaluation Results

- score weights were determined by the Task Force at meeting #2
- staff responded to comments on amendments to the “quality of life” criteria; changes are reflected in scores
- scores are not indicative of Task Force or staff preferences
- scores are one of a number of factors to consider during the recommendation process

Evaluation Categories & Weights
(Approved by Task Force)

Quality of Life	Convenience & Accessibility	City Operations	Management
55%	27%	9%	9%
Proximity to Residential Structures	Distance to Publically Available Restrooms	Traffic Volumes (where available)	Existing Truck Loading Zone
Environmental Resources	Distance to Waterfront Access	Potential Conflicts with Pedestrians and Bicyclists	Distance Closest to Existing Motorcoach Loading or Parking
	Distance to King Street/Market Square	Turning Movements	Facility Availability
		On-Street Parking Impact	Facility Horizon
		Access to Transit	

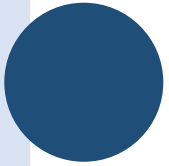
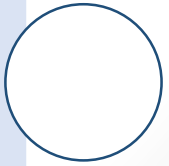
Evaluation Results

Inputs

- Survey & Evaluation Data
- Contextual Knowledge
- Task Force Weights

Outputs

- Four Category Scores
- One Overall Score
- Staff Recommendation & Further Consideration

Significantly Improves Potential	
Improves Potential	
Neutral	
Limits Potential	
Significantly Limits Potential	

Short Term Parking Results

Significantly Improves Potential	
Improves Potential	
Neutral	
Limits Potential	
Significantly Limits Potential	

Waterfront Plan Construction Impacts

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Loading / Unloading Zone Results

- 300 Cameron Street (south curb)
- 100 Royal (east & west curbs)
- 100 N. Union Street (east curb)

- 200 N. Union Street (east curb)
- 100 S. Union Street (east curb)
- The Strand (TBD)

Part III: Next Steps

Next Steps

- October 4th - Task Force meeting from 6pm-9pm
  - City Hall Room 2000 (same location)
  - Recommendations on Locations
- October 19th - Transportation Commission
  - Council Workroom, 2nd Floor City Hall
- Mid-Late October - Staff drafts final report to Director of T&ES
- Further action as-needed based on implementation of recommendations

Thank You!

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